

FWP R2 CAC Meeting

MEETING DATE: Tuesday, January 28, 2014
LOCATION: 3201 Spurgin Road, Missoula
TIME: 6:00 p.m.

In Attendance:

Members: Tim Aldrich, Jane Bennett, Louie Bouma, Connie Buresh, Charlie Johnson, Denley Loge, Tracy Manley, Theresa Mondale, Dennis Schutz, Jim Olson, Stephanie Strickland, Barbara Joanne Weimer, Gregory Price, Thomas Puchlerz, Jack Reneau, Carey Schmidt and Toby Walrath

Staff: Randy Arnold, Vivaca Crowser, Mike Thompson, Chet Crowser, Pat Saffel, Dori Schiele, Joe Jaquith, and Kristi DuBois,

Special Guests: Sean Benton, Jeff Hagener, Paul Sihler, Gary Wolfe, Pat Flowers, Andrea Jones, Tom Palmer, Ron Aasheim, Justin Gude, and Lauri A Hanauska-Brown

MT FWP Budget Status: Paul Sihler, Special Projects Coordinator, Helena, MT

Paul first showed a video called "What Montana is" and then presented about the Montana FWP budget. The budget is under review and an advisory commission is working toward lowering costs and finding new ways to gain revenue. The budget needs to be ready for the January 2015 legislature. Tim Aldrich and Jim Olson have played a major role on the advisory commission in helping with this process. After the video and presentation, some of the questions were directed at hunting recruitment and number of licenses sold annually.

Creating a Tangible Brand: Sean Benton

Sean presented about how a company creates a tangible brand and how this applies to MT FWP. He defines a brand as a promise between the company and their customers. CAC members did not have much discussion or questions for Sean concerning the tangible brand idea. However, the questions asked were focused on how FWP can do this and where does FWP go from here.

Kristi asked how FWP overcomes the negative stories in the media. Pat (Bozeman Regional Supervisor) addressed his concern of the challenge of having a brand that appeals to a wide range of people. Sean then addressed the question with that there will still be conflict with some people, but it is important to be consistent and help people understand their choices.

Paul asked Sean about his thoughts of the new FWP video showed at the beginning of the meeting. Sean was honest that the video was too long and too many numbers. He recommended making the video shorter and making it more personal by adding more pictures with people.

Thank you: Vivaca Crowser

Vivaca thanked the CAC members for putting work into the homework before the meeting and help with coming up with ideas.

Upcoming 2014 Meeting Dates

The remaining meetings for 2014 will be the first Tuesday of May, Sept, and Dec., starting with dinner at 5:30 pm with the meeting to follow at 6:00 pm. Specific dates are as follows:

- **May 6**
- **September**
- **December**

Next meeting

Tuesday, May 6, 6 pm, at the Missoula FWP office (3201 Spurgin Rd)

Minutes approved by:

Pat Saffel, Acting FWP Regional Supervisor

May 23, 2013
Date